



# PUBLIC NOTICE

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**DA 22-277**

**Released: March 15, 2022**

**MEDIA BUREAU ANNOUNCES MARCH 15, 2022 COMPLIANCE DATE OF SPONSORSHIP  
IDENTIFICATION REQUIREMENTS FOR FOREIGN GOVERNMENT-PROVIDED  
PROGRAMMING ON BROADCAST STATIONS**

**MB Docket No. 20-299**

On April 22, 2021, the Commission released a Report and Order (*R&O*) adopting new sponsorship identification requirements, which require broadcast stations to disclose when foreign governments or their representatives lease time on their airwaves.<sup>1</sup> In an effort to increase transparency and ensure that audiences are aware when a foreign government, or its representatives, are seeking to persuade the American public, the *R&O* revised the Commission's existing sponsorship identification rules and created new filing requirements for broadcast public inspection files.<sup>2</sup> On June 17, 2021, a summary of the *R&O* was published in the *Federal Register*, and thirty days after publication, the rules adopted became effective although compliance with the information-collection and recordkeeping portions was not required until after review by the Office of Management and Budget (OMB).<sup>3</sup>

On March 7, 2022, OMB approved the information collection requirements associated with the foreign sponsorship identification and public inspection filing rules. By this *Public Notice*, the Media Bureau announces that the notice of the compliance date for the rule changes was published in the *Federal Register* on March 15, 2022, announcing that the compliance date for section 73.1212, paragraphs (j) and (k) (i.e., the Commission's foreign sponsorship identification rules) is March 15, 2022.<sup>4</sup> Accordingly, the enhancements to the Commission's sponsorship identification rules adopted by the *R&O* are now effective.

For additional information on this proceeding, contact Radhika Karmarkar, [Radhika.Karmarkar@fcc.gov](mailto:Radhika.Karmarkar@fcc.gov), (202) 418-1523, of the Media Bureau, Industry Analysis Division. Press inquiries should be directed to Janice Wise, [Janice.Wise@fcc.gov](mailto:Janice.Wise@fcc.gov), (202) 418-8165.

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<sup>1</sup> *Sponsorship Identification Requirements for Foreign Government-Provided Programming*, Report and Order, 36 FCC Rcd 7702 (2021) (*R&O*).

<sup>2</sup> The sponsorship identification rule changes consist of modifications to section 73.1212 of the Commission's rules by adding paragraphs (j) and (k). The public inspection filing rule changes include adding paragraph (e)(19) to section 73.3526 and adding paragraph (e)(15) to section 73.3527 of the Commission's rules.

<sup>3</sup> *Sponsorship Identification Requirements for Foreign Government-Provided Programming*, 86 Fed. Reg. 32221 (June 17, 2021).

<sup>4</sup> *Sponsorship Identification Requirements for Foreign Government-Provided Programming*, 87 Fed. Reg. 14404 (Mar. 15, 2022). For further information about the requirements for existing leases, please review the *R&O*. *R&O*, 36 FCC Rcd at 7727, para. 48.